

AMENDMENTS TO CLAIMS

Claims 1-76, (cancelled)

77.(new) An information delivery service system comprising: a service section for operating and controlling the overall information delivery service system, said service section being connected to a network;

a plurality of nodes for viewing advertisement and information content and for providing profile data of each of a plurality of users, said plurality of nodes being connected to said network and therethrough to said service section and allocated with specific addresses which identify said plurality of users, said specific addresses being unique within said network; and

a plurality of terminal devices comprising an advertisement server and a content server, for said plurality of users that sign contracts with the service section regarding the quality of service provided by the service section, acquire the right of access to said plurality of users having profile desired by the plurality of terminal devices for said plurality of users and the right to use a given method of access, and pay costs for the services; wherein

said service section comprises:

means for acquiring and analyzing profile data;

means for accessing data of each of said plurality of users;

means for acquiring and delivering advertisement and information content provided by said terminal devices for said

plurality of users;

means for analyzing audience ratings in relation to information content;

means for measuring effectiveness of advertisement; and

means for billing advertisers; wherein

said plurality of nodes comprises:

a sensor means having at least one sensor for measuring one or more physical quantities;

remote controller means for remote control;

a set top box means for receiving broadcast, advertisement and information content; and

other types of nodes; and wherein

a user of the plurality of users declares limit of disclosure of profile data provided through one of said plurality of nodes against said service section; wherein

said service section further comprises:

means for providing said plurality of users with step by step incentives according to each limit of profile data disclosure; and wherein

said service section further comprises:

means for registering or deleting user profiles;

means for executing a matching function, intermediary function, filtering function and node check function;

means for registering or changing node address; and

means for executing other processes while communicating with each of said plurality of nodes and terminal devices for said plurality of users through said network.

78.(new) The system of claim 77, wherein said service section comprises: means for analyzing said user profile data and for delivering information content according to profile data of each user.

79.(new) The system of claim 77, wherein each of said plurality of nodes comprises: means for sending through said network an output signal to said service section each time a relevant node is operated.

80. (new) The system of claim 77, wherein said plurality of terminal devices comprise: a television set or a video cassette recorder; and wherein infrared signals are used for communication.

81(new). The system of claim 77, further comprising:
a wireless remote controller for transmitting through said network a command for operating a device being remote controlled in a signal form which is different from a signal form which operates the device; and

an operation means for receiving through said network an output signal from said wireless remote controller, for acquiring historic record of operation of said device according to a command, for changing the signal into a form that said device receives; and then for outputting said signal.

82.(new) An information delivery service system comprising:
a service section connected to a network;
a terminal connected to said network as an input terminal and comprising a display screen, said terminal comprising a browser for use by a user wherein said user views a program guide stored

in a remote controller node on said screen and indicates a timer record of a program of interest;

a program guide delivery company connectable to said network for regularly or irregularly delivering program guides according to an external instruction;

a recorder; and

said remote controller node for downloading program guides delivered from said company, and for saving information on date and time when each program starts and ends and a channel number in a format suited for control by said remote controller node; and wherein

when a preset time occurs, said remote controller node sends out commands to said recorder according to a program information provided by said terminal to start recording and to stop recording when each time occurs; and wherein

said remote controller comprises:

a user authentication block;

a program guide processing block;

a storage block for storing program guide and reservation;

a reservation block for generating reservation signals;

and

a command block for registration, storage and outputting of signals to said recorder.

83.(new) The system of claim 82, wherein said service section comprises:

means for performing at least either billing to an advertiser or measurement of advertising effectiveness according to a record

obtained through said network of data on access to information content.

84.(new) The system of claim 82, comprising means for carrying out said recording of data on access to advertisement through said network in response to a request from said service section

85.(new) The system of claim 82, comprising means for carrying out transmission of said record of data on access to information content from each node of said service section through said network in response to request from said service section.

86.(new) The system of claim 82, comprising means for carrying out transmission of said record of data on access to advertisement content by each node in response to request from said service section through said network.

87.(new) The system of claim 82, comprising means for carrying out transmission of said record of data on access to broadcast content from each node through said network to said service section autonomously by each node in response to a request from said service section.

88.(new) The system of claim 82, wherein said service section further comprises: means for analyzing and processing data on audience rating of television.

89.(new) The system of claim 82, wherein devices are connected to the remote controller, said devices being television or video cassette recorders, and wherein infrared radiation signals are used for command.

90.(new) The system of claim 82, further comprising: a wireless remote controller for transmitting through said

network a command for operating a device being remote controlled in a signal form which is different from a signal form said device is remotely controlled; and

an operation means for receiving through said network an output signal from said wireless remote controller, for acquiring historic record of operation of said device according to a command, for converting said command into a form of a signal that said device receives, and then for outputting said signal.

91.(new) An information delivery service system comprising:
a service section for operating and controlling the overall information delivery service system, said service section being connected to a network;

a terminal connected to said network; and
a node connected to said network, said node being connected to a unit comprising:

a router;
an operation means connected to said router and comprising an operation, logging, analyzing and communicating device; and
a remote controller connectable to said operation means for controlling a TV or VCR through said operation means, wherein said remote controller transmits a command for operating said TV in a signal form B different from a signal form A so that the TV receives the command; and wherein

said operation means receives output signal B from said remote controller and acquires historical record of operation of said TV according to a command thus received, and converts the command signal from a form A that the TV receives and outputs the signal.